

WRAP

Talk 2002

The Waste Reduction Awards Program (WRAP) is celebrating its TENTH year of recognizing businesses that develop innovative and aggressive programs to reduce the amount of non-hazardous solid waste they generate in California. The California Integrated Waste Management Board established the WRAP awards in 1993.

Since 1990, California cities and counties have been working toward achieving the State mandate to cut their trash in half, and businesses are a large part of that effort. More than 6,500 businesses have been honored with a WRAP award for implementing resource-efficient practices and aggressive waste reduction, reuse, and recycling activities. In the process, these businesses have eliminated unnecessary spending and avoided much of their disposal costs while helping their communities meet waste reduction goals.

Businesses Celebrating Their 10th WRAP-Winning Year

Many businesses have received WRAP awards for multiple years. The program has grown from 149 winners in 1993 to more than 2,300 winners in 2001. However, 14 businesses have won the WRAP award every year since its inception, demonstrating a continued commitment to waste reduction. The WRAP program would like to thank the following businesses for their continued participation and for their outstanding resource conservation activities:

B. Braun Medical, Inc., Irvine, is a major manufacturer of intravenous solutions and solution containers.

Beaulieu Vineyard, Rutherford, a 1996 "WRAP of the Year" winner, has been in the premium wine business for more than 100 years.

BioWorld Products LLC, Visalia, provides unique biotechnology formulated products for pet care, odor control, wastewater treatment, and environmental cleanup.

Fender Musical Instruments Corporation, Corona, a 2001 "WRAP of the Year" winner, manufactures world-class electric guitars, bass guitars, and amplifiers.

Flair Cleaners, Studio City, is a leader in the dry cleaning industry with an unmatched reputation for quality and service.

Hewlett Packard Company, Roseville, a 1996 "WRAP of the Year" winner, is a world-wide manufacturer of computers and related equipment.

Marin Conservation Corps, San Rafael, a 1998 "WRAP of the Year" winner, is dedicated to providing young adults with educational and employment opportunities.

New United Motor Manufacturing, Inc., Fremont, is an automobile assembly plant manufacturing Chevrolet Prizms, Toyota Corollas, and Toyota Tacoma trucks.

Portola Packaging, Inc., San Jose, is a global leader in proprietary liquid packaging systems.

TRW Radio Systems Division, San Diego, manufactures microelectronics devices for military aircraft and ground communications equipment.

Warner Bros. Studio Facilities, Burbank, a 1997 "WRAP of the Year" winner, is a motion picture and television studio offering a wide array of manufacturing, construction, and production services.

Waterman Industries, Foundry Division, Exeter, manufactures water control systems for dams, canals, drainage, and irrigation systems.

WorldWise, Inc., San Rafael, is an environmentally responsible consumer products company offering home/garden/hearth products made from recycled, reclaimed, or sustainably harvested materials.

Yosemite Concession Services Corporation, a 2000 "WRAP of the Year" winner, is under contract with the National Park Service to operate facilities in Yosemite National Park, including transportation, guest recreation, hotel, retail, food and beverage, and warehouse facilities.

Remembering "WRAP of the Year" 2001 Winners

"WRAP of the Year" recognizes ten outstanding businesses annually. These WRAP winners are acknowledged as industry leaders for their successful implementation of resource-efficient practices and aggressive waste reduction, reuse, and recycling programs. The 2001 "WRAP of the Year" winners were:

Anheuser-Busch, Inc., Fairfield

Fender Musical Instruments Corporation, Corona

IBM Corporation Storage Technology Division, San Jose

Korbel Champagne Cellars, Guerneville

Pacific Bell Directory, San Francisco

Philips Semiconductors Inc., Sunnyvale

Sacramento Zoological Society, Sacramento

SMG—The Moscone Center, San Francisco

The City Market of Los Angeles, Los Angeles

Yost Printers & Lithographers, Monrovia



What Is ISO 14000?

Why is WRAP continually requesting applicants to "Please provide information about how ISO 14000 standards apply to your organization"? As we move toward global economies and debate the meaning of sustainability, WRAP is using this criteria as an assessment of the California business community's awareness of ISO 14000 standards and how that compares to our own evolving understanding.

Through this inquiry, we can evaluate whether the use or promotion of ISO can be considered a useful tool in our efforts to improve business environmental performance. We are not necessarily encouraging pursuit of ISO certification through asking this question; we are simply assessing awareness. For more information regarding ISO 14000, visit the American National Standards Institute's Web site at www.ansi.org/public/iso14000/.

WRAP Winners Use the WRAP Logo

WRAP winners frequently use the WRAP logo to promote their waste reduction efforts and environmental commitment. Examples of use by some 2001 "WRAP of the Year" winners include:

Anheuser-Busch, Inc. displays large banners with the WRAP logo for the employee and visitor display outside the employee entrance, in the main corridor to the packaging department, and in their cafeteria.

Pacific Bell Corporation displays the WRAP logo on the back cover of its White Pages and Smart Yellow Pages telephone directories sent to more than 34 million Californians.

Philips Semiconductors displays the WRAP window decal on the exterior of their building and on their business Web site.

SMG—The Moscone Center uses the WRAP logo on their Web site, business newsletter, and faxes.

Yost Printers & Lithographers prints both the WRAP logo on their recycled paper envelopes and the number of years as a WRAP winner (1994–2001) on their 2002 calendars.

WRAP Winners Buy Recycled

Attend the 3rd Annual Recycled Product Trade Show on April 4–5, 2002, in Anaheim. For more information, see www.ciwm.ca.gov/BuyRecycled/Events/TradeShow/. Browse the Recycled-Content Product Directory at www.ciwm.ca.gov/RCP/, and visit the Recycle Store at www.ciwm.ca.gov/RecycleStore/.

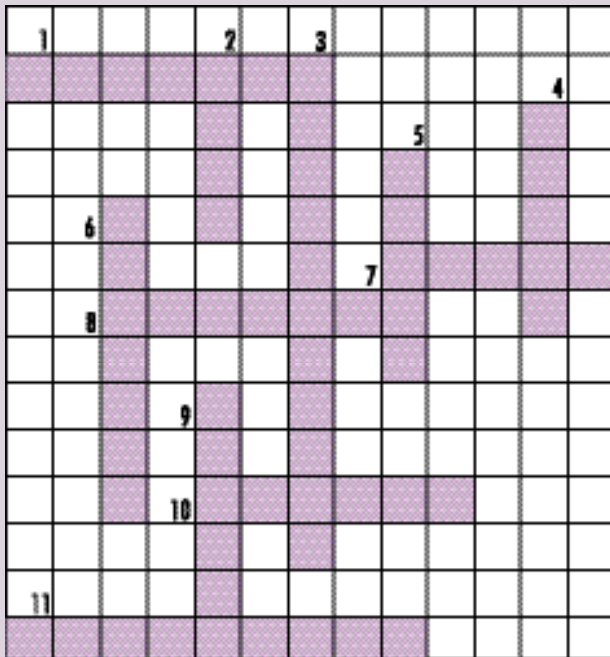
Application Tips for WRAP 2002

The WRAP application period is open annually from April 1 through June 30. No late applications will be accepted. California businesses and private nonprofits are eligible to apply. It is essential that all applicable questions be completed and that the application is signed by an authorized representative of the applying organization, as well as by the preparer if separate from the business. WRAP requires that the following information be submitted:

1. Current business mailing address and the contact's e-mail address, phone and fax numbers, and Web site, if available.
2. An environmental statement or policy.
3. A media paragraph for use on the WRAP Web site.

Due to the continuing growth of the WRAP program, staff is unable to follow up with applicants to secure any missing information. All applications will be evaluated as received. The WRAP program thanks you for your efforts to provide complete information and for your understanding.

Waste No Words Crossword Puzzle



Answers to
crossword
puzzle

Across

1. (Durable)
7. (Reuse)
8. (Compost)
10. (Donate)
11. (Batteries)

Down

2. (Bulk)
3. (Environment)
4. (Trash)
5. (Earth)
6. (Recycle)
9. (Reduce)

Across

1. A product can be considered _____ when it lasts a long time.
7. To use something again for the same purpose or a new purpose.
8. What a pile of decayed food scraps, leaves, and grass turn into.
10. You can _____ old toys to needy children instead of throwing them away.
11. They come in disposable and rechargeable varieties.

Down

2. If you buy one large bag of potato chips, instead of five small bags, you are buying in _____.
3. Your world, surroundings, and source of life and health.
4. Many items found in your _____ can be recycled into valuable new products.
5. Fossil fuels, such as coal, oil, and natural gas that are used to manufacture products and heat our

homes, come from the _____.

6. To collect used materials to make into new products rather than throwing them away.
9. To decrease the amount of trash you throw away.

Waste Facts

- From the 2001 WRAP winners alone, approximately three million tons of waste was diverted from landfills. Businesses saved more than \$40 million dollars at their bottom lines.
- For every ton of paper that is recycled, we save 17 trees, 7,000 gallons of water, and 4,000 kilowatt-hours of electricity—enough energy to heat an average home for six months.
- In 1996, Californians prevented 70 million trees from being cut down through recycling. This is equivalent to an area larger than the combined areas of San Francisco, Sacramento, and Long Beach.
- By diverting 10,000 tons of waste, a city can save more than \$330,000 per year.
- Creating an aluminum can out of recycled materials takes 95 percent less energy than starting from scratch.
- The majority of waste (38 percent) sent to landfills is paper and paper products, most of which could be easily recycled.
- “Close the Loop” on recycling by buying recycled-content products.

Visit the WRAP Web Site!

Do you ever wonder...

- How to reduce your office paper waste?
- Where to purchase recycled-content products?
- What to do with your excess or by-product materials?
- What to do with obsolete electronic equipment?
- How to compost your landscape waste?
- How to conduct a waste evaluation?

CIWMB has the answers!!

The CIWMB Web site at www.ciwmb.ca.gov is the best resource for all your waste reduction questions.

The WRAP application is also available online at www.ciwmb.ca.gov/WRAP/. Please take advantage of this waste reduction opportunity.

For further information, e-mail the WRAP Program at WRAP@ciwmb.ca.gov, or call Piper L. Miguelgorry, WRAP Program Coordinator, at (916) 341-6604 or fax to (916) 319-7699.

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The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, see our Web site at www.ciwmb.ca.gov.



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